

# *Downtown Springfield Association*

*“Serving the Heart of the City by improving and promoting the diverse historic, cultural, social and economic environment of downtown Springfield”*

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*DSA is a member-based organization founded in 1965 as an advocacy group for the redevelopment of downtown Springfield. The primary areas of focus are business development, image enhancement and coordination of streetscape projects.*

**It's All Downtown.** DSA focuses on what makes our downtown unique. Business owners collectively organize activities around events to enhance promotion of the shopping and dining experience.

**News.** There is always something happening downtown! DSA members are kept abreast of news and downtown activities through regular email updates. Sales, discounts, and special offers are promoted through an email update by contacting the DSA office.

**Networking.** Business promotions and related materials, developer presentations and socializing take place at DSA Networking events scheduled throughout the year. These gatherings are designed as a forum for idea exchange and socializing with other members. Contact the DSA office if you would like to host a Networking event.

**Marketing.** The “It’s All Downtown” message proclaims that downtown is the “destination” to live, shop, dine, and enjoy a variety of entertainment. Contact the DSA office if you would like to learn more about how to participate. The DSA web presence at [www.downtownspringfieldassociation.com](http://www.downtownspringfieldassociation.com) is in the midst of being updated. A directory listing of members on our site will link you to each individual business website. More details on this web update will be coming soon.

**Streetscape Enhancements.** DSA members meet with city officials to prioritize scheduling and funds for revitalization of streetscape, sidewalks, and public improvements in the downtown area. Recent projects include Patton Alley and Robberson Alley to create unique, pedestrian-friendly corridors with new lighting and aesthetic appeal.

**Membership.** As a business owner and member of DSA, your voice will help shape the future of downtown. Membership enables you to serve on committees and boards that benefit you. Get involved. Board meetings are held on the fourth Tuesday of each month. Board members serve a three year term.



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## **Entrepreneur Membership (\$150)**

Includes company listing and links on DSA website, committee and sponsorship opportunity, communication updates, participation in marketing program, a DSA window decal and invitation to DSA sponsored events.

## **Visionary (Leading Investor) Membership (\$500)**

Includes all the benefits of a Entrepreneur Membership, plus recognition at DSA events and company logo on website.

## **Residential Membership– Non Business (\$25 per individual)**

Includes a weekly update informing you of upcoming events and important issues, discounts and coupons to DSA member businesses, annual networking event for residents, invitations to special meetings and forums on issues that relate to downtown.

Company Name: \_\_\_\_\_

Manager/Owner Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Method of Payment: Check \_\_\_\_\_ Invoice Me \_\_\_\_\_

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